

Perfume Business Email Template Design

Introduction

This document provides detailed information about the design and structure of the "Epitome of Youth" perfume collection email template. The template is designed to introduce and promote a new line of perfumes, showcasing three distinct fragrances.

Design Overview

1. Header

Brand Name: Displayed at the top with a sophisticated font.

Hero Image: An elegant image of perfume bottles with accessories.

2. Main Section

New Collection Announcement:

- a. **Title:** "New! EPITOME OF YOUTH"
- b. **Description:** A brief introduction to the new perfume collection emphasizing its inspiration from spring and the themes of freshness, delicacy, and femininity.
- c. **Call to Action:** A button labeled "Learn More".

3. Perfume Highlights

Ethereal Bliss, Sensual Bloom, Clover Tonka:

- a. **Image**
- b. **Description**
- c. **Call to Action**

4. Footer

Social Media Links: Icons linking to the brand's social media profiles (Facebook, Twitter, Instagram).

Preferences and Unsubscribe: Links for editing email preferences and unsubscribing.

Brand Logo: Displayed at the bottom.

Color Palette

The color palette for the email template is designed to be minimally aesthetic and inviting, with a focus on light, rich colors that create a sense of luxury and professionalism.

- #BEA196(Primary Color)

- #5D4E4E (Heading, Secondary heading, Button Color)
- #000000 (Text Color)

Typography

- **Main Heading:** Cinzel Decorative, Bold, 48pt
- **Secondary Headings:** Anton, Regular, 32pt
- **Body Text:** Rosarivo, Regular, 13pt
- **Buttons:** Salsa, Medium, 15pt

How to View

To view the designs, open the .png file that corresponds to the screens in the signup flow.

Contact

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